

**Amendments to the Claims:**

This listing of claims replaces all prior versions and listings of claims in the application:

**Listing of Claims:**

1. (Currently Amended) A computer-implemented method for advertising in an electronic document, ~~the computer-implemented method comprising the steps of:~~  
storing a plurality of advertisements associated with one or more subject matters of interest to users, the plurality of advertisements comprising at least one morphing advertisement;  
receiving a request for one or more advertisements related to a subject matter of interest;  
delivering at one time, from a server to an end user device, at least one morphing advertisement in response to the request to be presented on a webpage associated with a publisher, the morphing advertisement including a first instance being a compact display format, a second instance being an expanded display format and instructions to enable an end user system to initially display the morphing advertisement in the compact display format and to transition the morphing advertisement from the compact display format into the expanded display format upon a user request to display the expanded display format while no longer displaying the compact display format~~change from a first display format to a second display format different from the first display format based on one or more user requests to display the second display format.~~
2. (Currently Amended) The computer-implemented method of claim 1, wherein the ~~second expanded~~ display format comprises additional information about the item being advertised compared to the ~~first compact~~ display format.
3. (Currently Amended) The computer-implemented method of claim 2, wherein the additional information comprises one or more images.
4. (Currently Amended) The computer-implemented method of claim 2, wherein the additional information comprises menu options that enable the user to request additional content.

5. (Currently Amended) The computer-implemented method of ~~claim 4~~claim 1 wherein at least one menu option comprises a link to at least one other ~~web page~~content.

6. (Currently Amended) The computer-implemented method of claim 4, wherein upon selection of one of the menu options, upon selection, retrieve web the content specified in association with the selected menu option in the morphing advertisement delivered is retrieved.

7. (Currently Amended) The computer-implemented method of claim 6, wherein the content retrieved comprises content provided by or affiliated with a host entity that performs the storing, receiving and delivering steps.

8. (Currently Amended) The computer-implemented method of claim 2, wherein the additional information comprises an animation.

9. (Currently Amended) The computer-implemented method of claim 2, wherein the additional information comprises audio and/or video.

10. (Currently Amended) The computer-implemented method of claim 1, wherein the ~~one or more user requests request~~ comprises selection of an expansion icon presented as part of the ~~first compact~~ display format.

11. (Currently Amended) The computer-implemented method of claim 1, wherein the ~~one or more user requests request~~ comprises a mouse-over of the morphing advertisement when displayed in the first compact display format.

12. (Currently Amended) The computer-implemented method of claim 1, wherein the ~~one or more user requests request~~ comprises a preference specified by the user.

13. (Currently Amended) The computer-implemented method of claim 1, further comprising the steps of: storing a price parameter in association with the one or more advertisements for certain performance by end users viewing the advertisement; and upon receiving a request for an advertisement, determining the one or more

advertisements to deliver based at least in part on the price parameter associated with a plurality of advertisements associated with the subject matter of interest.

14. (Currently Amended) The computer-implemented method of claim 13, further comprising: ~~the step of granting a ranking bonus to for the morphing advertisements~~ advertisement in determining the one or more advertisements to deliver.

15. (Currently Amended) The computer-implemented method of claim 13, wherein the determining step determines ranking of the advertisements based on an effective revenue per impression determined based on bid amount and click-through-rate.

16. (Currently Amended) The computer-implemented method of claim 15, further comprising: ~~the step of granting a bonus for the morphing advertisements-advertisement~~ including by taking an action causing a change to the effective revenue per impression for the morphing advertisement.

17. (Currently Amended) The computer-implemented method of claim 16, wherein the action comprises enhancing the price parameter for the morphing advertisement.

18. (Currently Amended) The computer-implemented method of claim 17, wherein the advertiser is charged based on the price parameter but not the increased price parameter value when the morphing advertisement achieves one or more performance parameters.

19. (Currently Amended) The computer-implemented method of claim 13, wherein the advertiser is charged an increased amount for a the morphing advertisement.

20. (Currently Amended) The computer-implemented method of claim 13, further comprising: ~~the step of~~ calculating an amount owed by an advertiser associated with an advertisement based on the advertisement meeting a performance parameter associated with the morphing advertisement.

21. (Currently Amended) The computer-implemented method of claim 20, wherein the performance parameter is determined based on user activity associated with the second display format.

22. (Currently Amended) The computer-implemented method of claim 21, wherein the user activity comprises a predetermined period of time viewing the ~~second~~-expanded display format.

23. (Currently Amended) The computer-implemented method of claim 21, wherein the user activity comprises the user request to view the ~~second~~-expanded display format.

24. (Currently Amended) The computer-implemented method of claim 21, wherein the user activity comprises a predetermined number of user selections of menu options, navigational links or other controls available in the ~~second~~-expanded display format.

25. (Cancelled)

26. (Currently Amended) The computer-implemented method of claim 25, wherein the ~~second~~-expanded display format comprises a graphic.

27. (Currently Amended) The computer-implemented method of claim 26, wherein the instructions include an instruction to preload the graphic before an end user request to display the ~~second~~-expanded display format.

28. (Currently Amended) The computer-implemented method of claim 1, wherein the ~~second~~-expanded display format covers different area in an interface of the end user system than the ~~first~~-compact display format.

29. (Currently Amended) The computer-implemented method of claim 28, further comprising the steps of:

storing a price parameter value in association with the one or more advertisements when the advertisement meets one or more performance parameters with respect to the end user;

upon receiving a request for an advertisement, determining one or more advertisements to

deliver based at least in part on the price parameter associated with a plurality of advertisements associated with the subject matter of interest; and

wherein the step of determining includes assessing whether to deliver a the morphing advertisement based on the price parameter of the morphing advertisement, the price parameter value of at least one other advertisement and at least one area-based parameter.

30. (Currently Amended) The computer-implemented method of claim 29, wherein the area-based parameter comprises the price parameter value of at least one advertisement that the ~~second~~ expanded display format would cover upon user request.

31. (Currently Amended) The computer-implemented method of claim 30, wherein a plurality of the one or more advertisements are delivered for display in a priority scheme and wherein a the morphing advertisement may cover one or more other advertisements by accepting an obligation to pay the price parameter value associated with the morphing advertisement and the price parameter value associated with each other advertisement that the second display format covers.

32. (Currently Amended) The computer-implemented method of claim 31, wherein the morphing advertisement may cover one or more other advertisements by accepting an obligation to pay the price parameter value associated with the morphing advertisement and the price parameter value associated with each other advertisement that the second display format covers plus a premium amount.

33. (Currently Amended) The computer-implemented method of claim 1, wherein the ~~first compact~~ and ~~second~~ the expanded display formats are approved prior to being delivered.

34. (Currently Amended) An apparatus ~~for advertising in an electronic document~~ comprising:

a database system for storing a plurality of advertisements associated with one or more subject matters of interest to users, the plurality of advertisements comprising at least one morphing advertisement; and

an advertising listing system a server performing operations comprising:

~~that receives~~receiving a request for one or more advertisements related to a subject matter of interest; and

~~delivers~~delivering at one time at least one morphing advertisement in response to the request to be presented on a webpage associated with a publisher, the morphing advertisement including a first instance being a compact display format, a second instance being an expanded display format and instructions to initially display the morphing advertisement in the compact display format and to transition the morphing advertisement from the compact display format into the expanded display format upon a user request to display the expanded display format while no longer displaying the compact display format ~~change from a first display format to a second display format different from the first display format based on one or more user requests to display the second display format.~~

35. (Currently Amended) The apparatus of claim 33, wherein the ~~second~~expanded display format comprises additional information about the item being advertised compared to the ~~first~~compact display format.

36. (Currently Amended) The apparatus of claim 35, wherein the additional information comprises one or more images or image references.

37. (Currently Amended) The apparatus of claim 35, wherein the additional information comprises menu options or links that enable the user to request additional content.

38. (Currently Amended) The apparatus of claim 37, wherein upon selection of one of the menu options or links, upon selection, retrieve web the content specified in association with the selected menu option in the morphing advertisement delivered is retrieved.

39. (Currently Amended) The apparatus of claim 38, wherein the content retrieved comprises content provided by or affiliated with a host entity that performs the storing, receiving and delivering steps.

40. (Currently Amended) The apparatus of claim 35, wherein the additional information comprises information of a type selected from a group consisting of animation, audio, and video.

41. (Currently Amended) The apparatus of claim 34, wherein the one or more user requests comprises selection of an expansion icon presented as part of the first-compact display format.

42. (Currently Amended) The apparatus of claim 34, wherein the one or more user requests comprises a mouse-over of the first-compact display format.

43. (Currently Amended) The apparatus of claim 34, wherein the one or more user requests comprises a preference specified by the user.

44. (Currently Amended) The apparatus of claim 34, further comprising:  
a database system for storing a price parameter value in association with one or more advertisements for performances by end users viewing the advertisement; and  
wherein, the advertising listing system, upon receiving a request for an advertisement, determines one or more advertisements to deliver based at least in part on the price parameter value associated with a plurality of advertisements associated with the subject matter of interest.

45. (Currently Amended) The apparatus of claim ~~34-44~~, wherein the advertising listing system grants a bonus for morphing advertisements in determining the one or more advertisements to deliver.

46. (Currently Amended) The apparatus of claim ~~34-44~~, wherein the advertising listing system determines ranking of advertisements based on an effective revenue per impression .

47. (Currently Amended) The apparatus of claim ~~34-46~~, wherein the advertising listing system grants a bonus for morphing advertisements by taking an action causing a change to the effective performance-rate for the morphing advertisement.

48. (Currently Amended) The apparatus of claim 47, wherein the action comprises enhancing the value for the morphing advertisement.

49. (Currently Amended) The apparatus of claim 48, wherein the advertiser is charged based on the price parameter value but not the increased price parameter value when the morphing advertisement meets a performance parameter.

50. (Currently Amended) The apparatus of claim 34, wherein the advertiser is charged an increased amount for a morphing advertisement.

51. (Currently Amended) The apparatus of claim 34, further comprising the step of calculating an amount owed by an advertiser associated with an advertisement when certain performance by the morphing advertisement occurs.

52. (Currently Amended) The apparatus of claim 51, wherein performance is determined based on user activity associated with the ~~second~~ expanded display format.

53. (Currently Amended) The apparatus of claim 52, wherein the user activity comprises a predetermined period of time viewing the expanded ~~second~~ display format.

54. (Currently Amended) The apparatus of claim 52, wherein the user activity comprises the user request to view the expanded ~~second~~ display format.

55. (Currently Amended) The apparatus of claim 52, wherein the user activity comprises a predetermined number of user selections of menu options available in the expanded ~~second~~ display format.

56. (Currently Amended) The apparatus of claim 34, wherein the instructions include data sufficient to enable the end user system to display the contents of the expanded ~~second~~ display format.



57. (Currently Amended) The apparatus of claim 56, wherein the ~~second~~expanded display format comprises a graphic and wherein the instructions include an instruction to preload the graphic before an end user request to display the expanded ~~second~~-display format.

58. (Currently Amended) The apparatus of claim 34, wherein the expanded ~~second~~ display format covers different area than the ~~first-compact~~ display format.

59. (Cancelled)

60. (Currently Amended) The apparatus of claim 34, wherein the expanded ~~second~~ display format covers a different location than the ~~first-compact~~ display format.

61. (Currently Amended) The apparatus of claim 34, further comprising:  
a database system for storing a price parameter value in association with one or more advertisements for performance by end users viewing the advertisement; and  
wherein the advertising listing system, upon receiving a request for an advertisement, determines one or more advertisements to deliver based at least in part on the price parameter value associated with a plurality of advertisements associated with the subject matter of interest and an assessment whether to deliver a morphing advertisement based on the price parameter value of the morphing advertisement and an area-based parameter .

62. (Currently Amended) The apparatus of claim 61, wherein the area-based parameter comprises a price parameter associated with an advertisement that the second display format would cover.

63. (Currently Amended) The apparatus of claim 61, wherein a plurality of advertisements are delivered for display in a priority scheme and wherein a morphing advertisement may cover one or more other

advertisements by accepting an obligation to pay the price parameter value associated with the morphing advertisement and the price parameter value associated with each other advertisement that the ~~second~~expanded display format covers.

64. (Currently Amended) The apparatus of claim 34, wherein the first-compact and second-expanded display formats are approved prior to being delivered.

65. (Currently Amended) A computer-implemented method ~~for advertising in an electronic document, the computer-implemented method comprising the steps of:~~  
receiving an electronic document at an end user system, the electronic document including one or more morphing advertisements, the morphing advertisement ~~comprising~~ including a first display format, an instance being a compact display format, a second display instance being an expanded display format, and instructions for enabling ~~an~~ the end user system to display both formats;  
displaying the first-compact display format of the morphing advertisement in the electronic document at the end user system;  
receiving a user request to display the second-expanded display format; ~~and~~  
transitioning the morphing advertisement from the compact display format into the expanded display format, displaying the second display format in the electronic document and no longer displaying the compact display format.

66. (Currently Amended) The computer-implemented method of claim 65, wherein the second-expanded display format comprises additional information about the item being advertised compared to the first-compact display format.

67. (Currently Amended) The computer-implemented method of claim 65, wherein the additional information comprises information selected from a group consisting of one or more images, one or more menu options, one or more animations, one or more videos, and one or more audio elements.

68. (Currently Amended) The computer-implemented method of claim 65, wherein the one or more user requests comprises selection of a control mechanism presented as part of the first-compact display format.

69. (Currently Amended) The computer-implemented method of claim 65, wherein the one, or more user requests comprises a mouse-over of the first-compact display format.

70. (Currently Amended) The computer-implemented method of claim 65, wherein the ~~one or more user requests~~request comprises a preference specified by the user.

71. (Currently Amended) The computer-implemented method of claim 65, wherein the instructions include data sufficient to enable the end user system to display the contents of the ~~second-expanded~~ display format.

72. (Currently Amended) The computer-implemented method of claim 71, wherein the ~~second-expanded~~ display format comprises a graphic and wherein the instructions include an instruction to preload the graphic before an end user request to display the second display format and further comprising the step of preloading the graphic prior to receiving a request to display the ~~second-expanded~~ display format.

73. (Currently Amended) The computer-implemented method of claim 65, wherein the expanded ~~second~~-display format covers more area in an interface of the end user system than the ~~first-compact~~ display format.

74. (Currently Amended) The computer-implemented method of claim 65, wherein the ~~second-expanded~~ display format covers one or more other advertisements in an interface of the end user system.

75. (Currently Amended) The computer-implemented method of claim 65, wherein the first and second display formats are approved prior to being delivered.

76. (Currently Amended) A processor-readable medium comprising code for instructing a system to display a morphing advertisement in an electronic document, processor-readable medium comprising code for instructing a processor to perform the steps of:  
receiving the electronic document, the electronic document including one or more morphing advertisements, the morphing advertisement including a first instance being a compact display format, a second instance being an expanded display format, and instructions for enabling an end user system to display both formats;  
displaying the ~~first-compact~~ display format of the morphing advertisement and content in

the electronic document;

~~identifying-receiving a user action request to signal a request by a user to view the second display the expanded display format; and~~  
~~transitioning the morphing advertisement from the compact display format into displaying the second-expanded display format in the electronic document and no longer displaying the compact display format.~~

77. (Currently Amended) The processor-readable medium of claim 76, wherein the ~~second-expanded~~ display format comprises additional information about the item being advertised compared to the first-compact display format.

78. (Currently Amended) The processor-readable medium of claim 76, wherein the additional information comprises information selected from a group consisting of one or more images, one or more menu options, one or more animations, one or more videos, and one or more audio elements.

79. (Currently Amended) The processor-readable medium of claim 76, wherein the user ~~action-request~~ comprises selection of an expansion icon presented as part of the first compact display format.

80. (Currently Amended) The processor-readable medium of claim 76, wherein the user ~~action-request~~ comprises a mouse-over of the first-compact display format.

81. (Currently Amended) The processor-readable medium of claim 76, wherein the expanded display format comprises a graphic and wherein the instructions further comprising code for instructing a processor to perform the step of comprise preloading the graphic prior to receiving a request to display the second display format.

82. (Currently Amended) The processor-readable medium of claim 76, wherein the ~~second-expanded~~ display format covers more area in an interface of the end user system than the first-compact display format.

83. (Currently Amended) The processor-readable medium of claim 76 wherein the expanded second-display format covers one or more other advertisements in an interface of the end user system.

84. (Withdrawn) A computer-implemented method for advertising in an electronic document, the computer-implemented method comprising the steps of:

storing a plurality of advertisements associated with one or more subject matters of interest to users;

storing at least one price parameter value in association with one or more advertisements when the advertisement meets one or more performance parameters with respect to the end user;

receiving a request for one or more advertisements related to a subject matter of interest; and

upon receiving a request for an advertisement, determining one or more advertisements to deliver based at least in part on the price parameter associated with at least a portion of the plurality of advertisements associated with the subject matter of interest and at least one area-based parameter.

85. (Withdrawn) The computer-implemented method of claim 84 wherein the area-based parameter comprises the size of advertisement requested.

86. (Withdrawn) The computer-implemented method of claim 84 wherein the area-based parameter comprises the number of advertisements requested.

87. (Withdrawn) The computer-implemented method of claim 84 wherein the area-based parameter comprises the location of advertisement requested.

88. (Withdrawn) The computer-implemented method of claim 84 wherein the area-based parameter comprises wherein the price parameter comprises a bid value.

89. (Withdrawn) The computer-implemented method of claim 88 wherein the area-based parameter comprises wherein the bid value is associated with one or more area-based parameters.

90. (Withdrawn) The computer-implemented method of claim 89 wherein the area-based parameter comprises wherein the bid value is based on a size of advertisement.

91. (Withdrawn) The computer-implemented method of claim 89 wherein the area-based parameter comprises wherein the bid value is based on another advertisement to be covered.

92. (Withdrawn) The computer-implemented method of claim 84 wherein the area-based parameter comprises the price parameter value of at least one advertisement that the second display format would cover upon user request.

93. (Withdrawn) The computer-implemented method of claim 84 wherein a plurality of advertisements are delivered for display in a priority scheme and wherein one advertisement may be delivered in place of a plurality of advertisements based on an area-based parameter that indicates a willingness to pay the price parameter value associated with at least one other advertisement.

94. (Withdrawn) An apparatus for delivering advertising in an electronic document comprising:

a database system for storing a plurality of advertisements associated with one or more subject matters of interest to users and at least one price parameter value in association with one or more advertisements when the advertisement meets one or more performance parameters with respect to the end user; and

an advertising listing system that receives a for one or more advertisements related to a subject matter of interest and determines one or more advertisements to deliver based at least in part on the price parameter associated with at least a portion of the plurality of advertisements associated with the subject matter of interest and at least one area-based parameter.

95. (Withdrawn) The apparatus of claim 94 wherein the area-based parameter comprises the size of advertisement requested.

96. (Withdrawn) The apparatus of claim 94 wherein the area-based parameter comprises the number of advertisements requested.

97. (Withdrawn) The apparatus of claim 94 wherein the area-based parameter comprises the location of advertisement requested.

98. (Withdrawn) The apparatus of claim 94 wherein the area-based parameter comprises wherein the price parameter comprises a bid value.

99. (Withdrawn) The apparatus of claim 98 wherein the area-based parameter comprises wherein the bid value is associated with one or more area-based parameters.

100. (Withdrawn) The apparatus of claim 99 wherein the area-based parameter comprises wherein the bid value is based on a size of advertisement.

101. (Withdrawn) The apparatus of claim 99 wherein the area-based parameter comprises wherein the bid value is based on another advertisement to be covered.

102. (Withdrawn) The apparatus of claim 94 wherein the area-based parameter comprises the price parameter value of at least one advertisement that the second display format would cover upon user request.

103. (Withdrawn) The apparatus of claim 94 wherein a plurality of advertisements are delivered for display in a priority scheme and wherein one advertisement may be delivered in place of a plurality of advertisements based on an area-based parameter that indicates a willingness to pay the price parameter value associated with at least one other advertisement.

104. (Withdrawn) An apparatus for enabling an advertiser to provide inputs for a morphing advertisement comprising:

an input module for providing an interface through which an advertiser user may input data for a first and second display format for a morphing advertisement, the interface receiving data including at least one URL for the first display format and at least one image for the second display format; and

a database system for storing the data received through the input module associated with the first and second display formats for the morphing advertisement for subsequent delivery to end users.

105. (Withdrawn) The apparatus of claim 104 wherein the interface enables an advertiser user to provide at least one menu title and at least one corresponding destination.

106. (Withdrawn) The apparatus of claim 105 wherein the corresponding destination comprises a web page.

107. (Withdrawn) The apparatus of claim 106 wherein the web page comprises a web page provided by or sponsored by a system hosting the input module.

108. (Withdrawn) The apparatus of claim 104 wherein the interface enables an advertiser user to provide data related to contact information.

109. (Withdrawn) A computer-implemented method for enabling an advertiser to provide inputs for a morphing advertisement comprising the steps of:

receiving from an advertiser user data for a first and second display format for a morphing advertisement, the interface receiving data including at least one URL for the first display format and at least one image for the second display format; and

storing the data received through the input module associated with the first and second display formats for the morphing advertisement for subsequent delivery to end users.

110. (Withdrawn) The computer-implemented method of claim 109 further comprising the step of receiving data relating to at least one menu title and at least one corresponding destination.

111. (Withdrawn) The computer-implemented method of claim 109 wherein the corresponding destination comprises a web page.

112. (Withdrawn) The computer-implemented method of claim 109 wherein the web page comprises a web page provided by or sponsored by a system hosting the input module.



113. (Withdrawn) The computer-implemented method of claim 109 further comprising the step of receiving data relating to contact information.

114. (Withdrawn) An interface for enabling an advertiser to provide inputs for a morphing advertisement comprising:

at least one input field through which an advertiser user may input data for a first display format for a morphing advertisement including at least one URL for the first display format; and at least one input field through which an advertiser may input data for a second display format for a morphing advertisement including data related to at least one image.

115. (Withdrawn) The interface of claim 114 wherein the interface enables an advertiser user to provide at least one menu title and at least one corresponding destination.

116. (Withdrawn) The interface of claim 115 wherein the corresponding destination comprises a web page.

117. (Withdrawn) The interface of claim 116 wherein the web page comprises a web page provided by or sponsored by a system hosting the input module.

118. (Withdrawn) The interface of claim 114 wherein the interface enables an advertiser user to provide data related to contact information.